

BUY LIBERTY BONDS
BUY LIBERTY BONDS TO THE LIMIT OF YOUR ABILITY. KEEP THOSE YOU HAVE AND BUY MORE. DON'T WAIT FOR A COMMITTEE TO VISIT YOU. DO IT NOW. AT OUR MAIN OFFICE WE WILL BE GLAD TO TELL YOU HOW TO DO IT.

THE PORTEOUS & MITCHELL CO.

HELP TO WIN THE WAR
BY DOING YOUR CHRISTMAS SHOPPING AS EARLY IN THE SEASON AS POSSIBLE—BY SELECTING USEFUL ARTICLES EXCEPT THOSE FOR YOUNG CHILDREN—BY CARRYING YOUR OWN PACKAGES WHENEVER POSSIBLE.

OUR FALL OPENING

It Will Begin Saturday, October 5th, and Continue To and Include Saturday, October 12th

TOILET GOODS SPECIALS

Mavis Face Powder, in all shades, value 50c—Special price 35c
Williams' Talcum Powder, odors are violet, rose and lilac, value 20c—Special price 15c
Imported Spanish Castile Soap, value 50c—at \$1.00 a dozen, or a cake for 16c
Real Hair Nets, in all shades except gray, either cap shape or all-over fringe, value 15c—at \$1.00 a dozen, or each 10c
Metal Hot Water Bottles, with flannel cover, keeps hot all night, will last for years, value \$1.50—Special price \$1.19

THIS Annual Fall Opening is an event of considerable importance to people of Eastern Connecticut. It is an announcement of our readiness for Fall throughout the entire store, and it affords YOU an opportunity to make the most of your money. The store was never so fine, never so beautiful with new goods, never so ready to give the best of service. It rests with you to turn this readiness to your advantage.

THIS page announcement tells of complete stocks of dependable goods, moderately priced—the kind for which the average head of a family is looking. Never was there a time when there was such a race between supply and demand, never a time when cost of production kept so constantly on the increase. We believe that the biggest service that we can do in this community is to make it possible for the people who live hereabout to live BETTER than they could live if it was not for this store. Therefore, we try to see to it that when you spend a dollar here you get for it more VALUE than is possible elsewhere.

WE ask you to read carefully the list of SPECIAL VALUES which we offer for Fall Opening Week. These special offerings comprise the newest and most staple kinds of Fall and Winter Merchandise, and have been selected from every department in the store. We extend a general invitation to the people of New London and Windham Counties to visit the store during Fall Opening Week. Come on the Opening Day, Saturday, October 5th, if possible, or come any day during the week following. You're welcome.

MAIN FLOOR SPECIALS

Rit Soap Dye; washes and dyes with one operation—at 10c
Thermos Fibre Lunch Kits, with pint bottle, value \$3.75—Special price \$3.19
Velvet Hand Bags, in two styles, silk lined, with frame, purse and mirror, in black, blue, purple, brown and taupe, value \$3.50—Special price \$2.93
Leather Hand Bags, made of real leather, in a variety of styles, some with duplex fastener, value \$1.50—Special price \$1.19

SEE THE "GALLERY OF HONOR" IN OUR DISPLAY WINDOWS. HUNDREDS OF PHOTOGRAPHS OF NORWICH BOYS DOING WAR SERVICE ARE NOW ON DISPLAY. IT IS A PATRIOTIC EXHIBIT WORTH COMING TO SEE.

Our Men's Store

Everything in Men's Wear Outfitters to Man and Boy
Clothing, Hats, Shirts, Underwear, Hosiery, Etc.

Here Are Special Values for Fall Opening Week

MEN'S SILK LINED TOP COATS \$27.50

Men's and Youths' Silk Lined Top Coats, of excellent quality material, and well tailored. These Coats are silk lined throughout and silk faced to edge—Fall Opening Price \$27.50.

MEN'S 39c LISLE HOSIERY AT 29c

Men's Black Lisle Half Hose, the well known "Siltext" brand, warranted fast color, sizes 9 1/2 to 11 1/2—Fall Opening Price 29c a pair, regular value 39c.

MEN'S NATURAL WOOL UNION SUITS \$2.50

Men's Union Suits, cotton and wool mixture, natural wool color, long sleeves, ankle length, sizes 34 to 46—Fall Opening Price \$2.50 a suit.

Wash Goods Specials

Good quality Percales, 36 inches wide, light, medium and dark grounds, regular value 35c—Special price a yard 29c
Outing Flannel excellent quality, new fall designs and colorings, regular value 35c—Special price a yard 29c
Dress Ginghams, 27 inches wide, in a splendid assortment of staple stripes and solid colors, regular value 35c—Special price a yard 29c
Best quality Apron Gingham, in a complete assortment of all the wanted checks, regular value 30c—Special price a yard 25c

Women's Sweaters

Women's and Misses' Coat Sweaters, all wool, in turquoise, salmon, rose, brown and green, regular value \$12.00—Special price \$10.00

Silk Department Specials

Satin, 36 inches wide, new fall designs, plaids and stripes, in a splendid assortment for Waists, Dresses and Skirts, regular value \$2.00—Special price a yard \$1.59
Velveteen, 36 inches wide, for Dress or Suit, in black, taupe, Copenhagen, navy, brown, dark green and wine, regular value \$3.00—Special price a yard.....\$2.39

Boys' Wear Specials

Boys' Coat Sweaters, sizes 6 to 14, in brown, navy and maroon, regular value \$6.00—Special price \$4.85
Boys' Norfolk Suits, stylish mixtures, regular value \$12.50—Special price \$10.50
Boys' Overcoats, neat mixtures, sizes 4 to 18, regular value \$12.50—Special price.....\$10.50

Women's Apparel

FALL SUITS SMART COATS CHIC WAISTS

Here Are Special Values for Fall Opening Week

WOMEN'S WINTER COATS AT \$23.95

Smart models in Women's Winter Coats, materials are wool velours, chevots, plush and velveteen. These superb Coats come in a range of styles and models so varied that most every woman can be pleased—they are exceptional value Coats for Fall Opening Week, at \$23.95.

GEORGETTE AND CREPE-DE-CHINE WAISTS \$4.95

Attractive models in Women's Georgette and Crepe de Chine Waists, including many novelty effects, in all the wanted colors—at \$4.95, regular value \$5.95 and \$6.50.

WOMEN'S \$2.50 VOILE WAISTS AT \$1.95

Women's Voile Waists many pretty embroidered styles, also dainty lace trimmed models—at \$1.95, regular price \$2.50.

WOMEN'S \$1.50 WAISTS AT \$1.00

A good assortment of Women's Waists of Voile, Dimity and Madras, in a variety of attractive models—at \$1.00, regular price \$1.50.

Blankets—Bed Spreads

56 pairs of 11 x 4 size Nearwool Blankets, excellent quality, in gray and white, with border, regular value \$4.00—Special price a pair \$2.95
26 pairs of White Wool Blankets, slightly soiled, size 70 x 82, regular value \$7.38—Special price a pair \$5.95
100 Hemmed Crochet Bed Spreads, large size and good weight, regular value \$2.50—Special price \$1.95

Pillow Cases—Sheets

50 dozen Pillow Cases, sizes 42 x 36 and 45 x 36—Special price each 29c
One case of Seamless Sheets, size 51 x 90, regular value \$2.00—Special price each \$1.65
50 dozen Wash Cloths, good size—Special price each 5c
One bale of short lengths in Crash Toweling, regular value 50c to 37 1/2c—Special price a yard 19c
White Outing Flannel, 36 inches wide, regular value 45c—Special price a yard 33c

Napkins—Table Linens

100 dozen Hemmed Napkins, good quality—Special price each 12 1/2c
Bates Turkey Red Table Damask, assorted checks and figures, regular value \$1.00—Special price a yard 75c
Satin finish Table Damask, 70 inches wide, in a splendid assortment of patterns, regular value \$1.00—Special price a yard 75c
Irish Union Table Damask, in six designs, 72 inches wide, regular value \$2.50—Special price a yard \$1.85

Dress Goods Specials

Silk and Cotton Gingham Plaids, 30 inches wide, neat designs and colorings for Waists and Dresses, regular value 75c—Special price a yard 59c
Serge, 44 inches wide, plain and striped effects for Dresses and Skirts, in black, navy and gray, regular value \$2.00—Special price a yard \$1.59
Norfolk Suiting, 60 inches wide, in gray mixture, with white hairline stripe, regular value \$2.00—Special price a yard \$1.59

EXTRAORDINARY SPECIALS IN ALUMINUM WARE

On the Opening Day of our Fall Opening we offer the following extraordinary special values in Mirror Aluminum Ware.

Exactly 5 dozen two-quart size Lipped Saucepans, regular \$1.00 value—Fall Opening Price 55c.
Exactly 2 dozen, four-quart size covered Convex Saucepans, regular \$2.00 value—Fall Opening Price \$1.19.

These foregoing offerings will go on sale on Saturday, when the store opens, but as quantity is limited we cannot guarantee to supply them after the opening time.

Lipped Preserving Kettles, enameled ware—4 1/2 quart size at 63c—5 1/2 quart size at 92c.

St. Denis China Tea Cups and Saucers, with gold line, large size—at \$3.75 a dozen.

Ribbon Special

Brilliant Taffeta Ribbon, 5 1/2 inches wide, regular halfbow width, in plain and moire, black, white and all the wanted colorings, regular value 39c—Special price a yard 33c

Women's Underwear

One case of Women's medium weight ribbed Union Suits, in all the most desirable shapes, sizes 34, 36 and 38, regular value \$1.25—Special price a suit 95c

12 1/2c Lace Edgings 8c

A special lot of Cluny Lace Edgings, regular 12 1/2c value—Special Price 8c a yard.

19c Cambric Edgings 12 1/2c

Embroidered Cambric Edgings, 4 inches wide, regular 15c and 19c values—Special Price 12 1/2c a yard.

25c Veilings at 18c

Colored Mesh Veiling, in taupe, brown, navy and purple, regular 25c value—Special Price 18c a yard.

\$1.50 Motor Veils \$1.19

Chiffon Motor Veils, in all the desirable colors, regular \$1.50 value—Special Price \$1.19.

Stamped Pillow Cases \$1.39

Stamped Pillow Cases, made of Fruit of the Loom Muslin, size 42 x 36, value \$1.50—Special Price \$1.39 a pair.

Women's Hosiery

One case of Women's fast black seamless Hosiery, sizes 9 1/2 to 10, regular value 19c—Special price a pair 12 1/2c
One case of Women's "Bursen" Hosiery, in black, fall weight, sizes 9 1/2 to 10, regular value 37 1/2c—Special price a pair..... 29c

Men's and Women's Linen Handkerchiefs

100 dozen Women's Linen hemstitched Handkerchiefs, good fine quality, regular value 35c—Special price 25c
100 dozen Men's Linen hemstitched Handkerchiefs, assorted width hems, value 35c to 50c—Special price 3 for \$1.00 or each 35c

Kid Glove Special

Women's Washable Cape Gloves, in assorted shades of tans with neat embroidered back, full range of sizes—these are regular \$1.75 grade—Special price a pair \$1.48

WOMEN'S HOUSE DRESSES, PETTICOATS, BATH ROBES, CORSETS, ETC.

Women's House Dresses, made of light and dark Percale, Ginghams and Plain Chambray, sizes 36 to 56—excellent values at \$2.75 to \$4.50.
Women's Bungalow Dresses, made of light and dark Percals, in plaids and stripes, also of Amoskeag Gingham—are good values at \$1.75 to \$2.75.
Women's Silk Petticoats of Chiffon Taffeta Silk, of Silk Jersey and Heatherbloom top with silk flounce in all the new fall shades in a full line of sizes, including the extra large sizes—these are \$3.50, \$3.98, \$5.00 and up to \$8.50.
Women's Bath Robes, in a splendid showing of new designs and colorings, the dependable "Beacon" Blanket Robes—at \$5.00 to \$12.50.
Women's Outing Flannel Night Gowns and Pajamas in white and colors, regular and extra large sizes.
Women's Corsets, elastic top, girdle corsets, in pink and white, extra good value at \$1.00 a pair—also a good model for medium figures at \$1.00 a pair, value \$1.50.

NEW FALL MILLINERY

A complete, magnificent showing of everything that is smart in the millinery world. The best productions of the leading New York Milliners as well as distinctive designs from our own work rooms are here.

Children's Trimmed Hats, in all the newest shapes and colorings, at \$1.98, \$2.95 and upwards.

Tams, beautiful and graceful effects, very stylish, at \$1.98, \$2.98 and up to \$3.98.

Extra Special! Women's New Fall Hats, all trimmed, in a variety of shapes and colorings, at \$1.98, regular value \$3.98.

Women's Felt Sport Hats, in black and all the leading colors, at \$3.98. The popular "Overseas" Hats for Women, Misses and Children, at \$1.69, \$1.98 and up to \$3.98.

In our Dress Hat section we show all the authentic models for Autumn. The collection is remarkably complete in the variety of styles it includes and in all the fashionable colors. Untrimmed Velvet Hats in a wide range, at prices that will not be duplicated later in the season. You should see our showing of the latest shapes and colorings in untrimmed Hats.

A splendid showing of novelty effects in Millinery Trimmings—Fancy Feathers, Ostrich Bands, Wings, Etc.

DRAPERIES AND FLOOR COVERINGS

A comprehensive showing of everything that is new and dependable in Home Furnishings—Draperies of all kinds and Floor Coverings. These are special values for Fall Opening Week.

Curtain Scrim, with neat lace borders, in white and ecru, value 25c a yard—Fall Opening Price 19c

Imported Scotch Madras, white and ecru, in a wide range of patterns, value 35c a yard—Fall Opening Price 33c

Scrim Curtains, with pretty lace edging, regular value \$1.50 a pair—Fall Opening Price \$1.29

Short ends of good quality Linoleum, size 1 x 2 yards, value \$2.00—Fall Opening Price, each \$1.00

Printed Linoleums in patterns suitable for every room in the house, value \$1.25 a square yard—Fall Opening Price..... \$1.09

Inlaid Linoleums, in neat the patterns, in blue, green, red, black and white, value \$2.25—Fall Opening Price, 2 1/2 square yard..... \$1.79

Smyrna Rugs, reversible, size 27 x 54 inches, value \$2.50—Fall Opening Price \$2.19

Mottled Axminster Rugs, dependable quality, size 27 x 54 inches, value \$3.25—Fall Opening Price \$2.79

Axminster Rugs, high grade, size 9 x 12 feet, value \$37.50—Fall Opening Price \$33.45

The Porteous & Mitchell Company